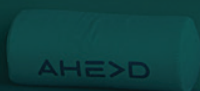




# Case Study



**BRITISH AMERICAN  
TOBACCO**

## Smart Corporate Signage – British American Tobacco Russia

### The Customer

British American Tobacco (BAT) is a major global manufacturer of tobacco products. The group operates in 200 countries around the world, occupies a leading position in the markets of 60 countries and produces over 200 brands of cigarettes.

The BAT group is active on the Russian market since 1991. Today British American Tobacco Russia has more than 3,000 employees. It's one of the leaders of the Russian industry and one of the priority markets for the British American Tobacco group.

### The Scope

BAT Russia wanted to turn the existing broadcasting system of the company into a modern Digital Signage solution

for broadcasting actual content to increase awareness and involvement of its staff.

At BAT they were looking for a solution that could create a full-fledged corporate TV channel with the possibility to broadcast across multiple offices of the company.

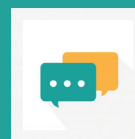
### The Solution

The initial corporate TV broadcasting solution was installed in the central office of BAT Russia in 2009. Thereafter the company gained a wealth of experience on how to use this channel to communicate with its staff. In the past few years the number of ideas to further develop the project grew steadily, but the capabilities of the previous system were unable to meet the new objectives.

## Corporate



**Corporate  
Communication**



**Social Media**

Usually standalone player devices connected to the office's displays significantly limited the quick update of information. The existing system also didn't have the possibility to extend the broadcasting to the company's offices in other cities. This formed the idea to replace the existing system with a real Digital Signage solution. Among the suppliers of such solutions BAT Russia selected AUVIX, Russian partner of the PADS4 software.



The PADS4 digital signage software of the Dutch company NDS was fully compliant with the requirements: it supported most existing video formats, ensured the reproduction of content and the possibility to update screens remotely. PADS4 also enabled BAT to create a system with high scalability and the lowest possible network load by not entirely redistributing updated content but only changes.

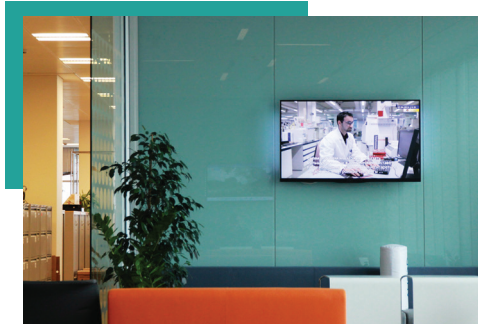


In contrast with many other solutions, the PADS4 software package has the ability to create designs with the use of layers. This feature allows to abandon the production of videos and infographics with third-party applications and the need to render it afterwards. With the PADS4 Designer application a beautiful design can be created at a glance.

An important factor in choosing PADS4 was the easy integration with the existing equipment and network. One of the conditions of the project was the requirement to use only corporate PCs as a player device. Similar software from other manufacturers required major adaptations to meet this condition.

### The Result

It was very easy for specialists of BAT to master the basic functions of PADS4, because the user interface of the software is similar to popular Microsoft Office applications. In addition, there are many options available in the PADS4 software to vary the content and make it more interesting and relevant. As a result BAT managed to create a truly 'live' TV broadcast, which shows traffic information, weather forecast and event news from Twitter.



The built-in features of PADS4 made it possible to involve employees in the creation of content. Thanks to the product features for social networks support a competition for the company's best office photo was implemented. Employees could send their photos via Instagram. The picture with a hashtag was automatically transferred and displayed on the screens after approval of the user-moderator.

The 'Corporate TV' project has been gradually expanded, by adding broadcasts to all major regional offices from Moscow to Vladivostok. The rollout went smoothly. Remote players could be simply configured and quickly added to the system. Thanks to the incorporation of social media the project has become popular among the employees.

*"NDS enabled us to truly connect with our employees through our own corporate TV channel."*

**Alexander Demchuk, Head of Corporate Communications BAT Russia**

Next to the installations in Russia BAT has already been using the PADS4 digital signage software for many years as solution for corporate communication in the Netherlands, France and South Africa. All these digital signage solutions have been provided by local partners of NDS.

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